

Amendments to the claims

1. (Currently Amended) A system for creating a program for delivery to a client in a video time shifting architecture, the system comprising:
an advertisement selection system (ADS) operative to select one or more advertisements according to address data associated with the client and transmit one or more identifiers that uniquely identify the selected advertisements;

an advertisement management system (AMS) operative to generate a playlist that identifies content, including a user requested program stored in the video time shifting architecture and the one or more selected advertisements, the AMS being further operative to determine whether the one or more selected advertisements have expired and to request one or more replacement advertisements for the one or more selected advertisements that have expired; ~~and~~

a video server operative to interpret the playlist and deliver the content to the user; and

a reporting system in communication with the video server, the reporting system operable to capture subsequent commands from the user during delivery of the content and determine from the subsequent commands a percentage of the one or more advertisements delivered by the video server to the user.

2. (Original) The system of claim 1 wherein the AMS generates a playlist that identifies a given one of the one or more selected advertisements as a bumper advertisements for delivery by the video server prior to the user requested program.

3. (Original) The system of claim 1 wherein the AMS generates a playlist that identifies a given one of the one or more selected advertisements as a pause teaser advertisement for delivery by the video server upon receipt of a pause control command.

4. (Original) The system of claim 1 wherein the AMS generates a playlist that identifies a given one of the one or more selected advertisements as a pause

advertisement for delivery by the video server upon the receipt of a pause advertisement control command.

5. (Original) The system of claim 1 wherein the playlist is indexed according to Normal Play Time (NPT).

6. (Original) The system of claim 1 wherein the video server is operative to receive a pause control command from a client, mark the location in the playlist that corresponds to a point in time when the video server receives the pause command and advance to an advertisement in the playlist.

7. (Original) The system of claim 6 wherein the client displays a pause video still overlay upon transmission of a pause control command.

8. (Original) The system of claim 7 wherein the pause video still overlay comprises operating instructions.

9. (Original) The system of claim 6 wherein the video server advances to a pause teaser advertisement in the playlist and begins delivery of the pause teaser advertisement.

10. (Original) The system of claim 9 comprising delivering the pause teaser advertisement to the client for display.

11. (Original) The system of claim 6 wherein the video server returns to the location in the playlist that corresponds to a point in time when the video server receives the pause command and commences delivery of the user requested program.

12. (Original) The system of claim 6 wherein the video server advances to and begins delivery of a pause advertisement in response to receipt of a pause advertisement control command.

13. (Cancelled)

14. (Previously Presented) The system of claim 1 wherein the ADS selects the one or more selected advertisements on the basis of aggregate viewing information.

15. (Original) The system of claim 14 wherein the ADS comprises a connection to an external targeting system.

16. (Previously Presented) The system of claim 15 wherein the external targeting system is selected from a group comprising a PRIZM system and an AXCIOM system.

17. (Previously Presented) The system of claim 1 wherein the ADS transmits advertisements and advertisement metadata to the AMS for storage in a content storage device.

18. (Currently Amended) The system of claim 17 wherein the AMS transmits an acknowledgement to the ADS upon receipt of the advertisement and advertisement metadata, the AMS comprises at least first computing device and the ADS comprises at least a second computing device coupled over a network to the first computing device, and wherein the AMS is accessible by third party advertisers that transmit advertisements and associated metadata to the AMS from which the AMS selects the one or more advertisements.

19. (Currently Amended) The system of claim 1 wherein ~~the video server receives control commands from the user~~ the metadata for at least one advertisement comprises an indication that the advertisement does not expire, the AMS further operative to deliver the content to the user with the unexpired advertisement.

20. (Previously Presented) The system of claim 19 wherein the video server requests a new playlist from the AMS upon the receipt of a new program initiation command from the user.

21. (Cancelled)

22. (Cancelled)

23. (Previously Presented) The system of claim 20 wherein the AMS transmits a request to the ADS to select one or more local advertisements included in the program as originally broadcast.

24. (Currently Amended) A method for delivering local advertising to a client in a video distribution system, the method comprising:

performing an action that invokes a request for a program;

collecting information regarding the request;

generating a playlist utilizing a geographically zoned local advertisement and the requested program;

determining whether the geographically zoned local advertisement has expired and replacing an expired geographically zoned local advertisement with a replacement advertisement; ~~and~~

delivering using a video server the local advertising and program to a client for decoding and playback;

capturing subsequent commands during delivery of the program and the local advertising; and

determining from the subsequent commands a percentage of the local advertising delivered by the video server to the client.

25. (Previously Presented) The method of claim 24 wherein collecting information comprises collecting client information.

26. (Previously Presented) The method of claim 25 wherein collecting information comprises collecting program information.

27. (Previously Presented) The method of claim 24 wherein the client performs an action that invokes the request.

28. (Previously Presented) The method of claim 24 comprising recording one copy of a given program for each local advertising zone that the video distribution system services.

29. (Previously Presented) The method of claim 28 comprising segmenting local advertising out of each program copy and marking each segmented program copy with a zone identifier.

30. (Previously Presented) The method of claim 29 wherein collecting information comprises collecting a zone identifier for the zone from which the request originates.

31. (Previously Presented) The method of claim 29 wherein the segmenting is performed by identifying indicators for local advertising.

32. (Previously Presented) The method of claim 31 wherein identifying is conducted according to one or more of a set consisting of SCTE 35 cue packets, DTMF cues, contact closures triggered by an analog signal, network messages from an insertion system and network messages from a stat-mux/splicer.

33. (Previously Presented) The method of claim 24 comprising:
determining if a given correctly zoned local advertisement has expired;
and
if the correctly zoned local advertisement has expired, generating a
playlist utilizing a replacement local advertisement and the requested program.

34. (Currently Amended) A system for delivering local advertising to a client in a video distribution system, the system comprising:

a client device operative to perform an action that invokes a request for a program;

an advertisement management system (AMS) operative to collection information regarding the request and generate a playlist utilizing one or more geographically zoned local advertisements and the requested program, the AMS being further operative to determine whether the one or more geographically zoned advertisements have expired and to request one or more replacement advertisements for the one or more geographically zoned advertisements; and

a video server operative to receive the playlist and deliver the local advertisement and program to the client for decoding and playback; and

a reporting system in communication with the video server, the reporting system operable to capture subsequent commands from the user during delivery of the local advertisement and program and determine from the subsequent commands a percentage of the local advertisement delivered by the video server to the client.

35. (Previously Presented) The system of claim 34 wherein the AMS is operative to collect information regarding the requesting client.

36. (Previously Presented) The system of claim 34 wherein the AMS is operative to collect information regarding the requested program.

37. (Previously Presented) The system of claim 34 wherein the video server records one copy of a given program for each local advertising zone that the video distribution system services.

38. (Previously Presented) The system of claim 37 wherein the video server segments local advertising out of each program and marks the segmented local advertising with a zone identifier.

39. (Previously Presented) The system of claim 38 wherein the video server collects a zone identifier for the zone in which the client resides.

40. (Previously Presented) The system of claim 37 wherein the video server segments the local advertising by identifying indicators for the local advertising.

41. (Previously Presented) The system of claim 40 wherein the indicators are selected from a set consisting of SCTE 35 cue packets, DTMF cues, contact closures triggered by an analog signal, network messages from an insertion system and network messages from a stat-mux/splicer.

42. (Cancelled)

43. (Currently Amended) A computerized method for delivering local

advertising to a client in a video distribution system, the method comprising:

electronically receiving multiple zoned copies of a given program, each zoned copy containing proper local advertising for a given zone different than another of the multiple zoned copies;

recording a zoned copy of a given program containing proper local advertising for each zone of the video distribution system services at a video server coupled to a plurality of clients over a network;

electronically determining, by using a programmable microprocessor, the zone in which the client requesting a program is located;

electronically determining, by using a programmable microprocessor, whether the proper local advertising contained in the zoned copy of the requested program has expired and replacing the expired proper local advertising with a replacement advertisement; and

transmitting a zoned copy of the requested program from the video server to the client in response to the client requesting the program.

44. (Previously Presented) The method of claim 43 comprising: receiving a request for a program from the client; and selecting the zoned copy of the requested program containing proper local advertising.

45. (Currently Amended) A computerized method for delivering local advertising to a client in a video distribution system, the method comprising:

electronically creating a playlist with an identifier for a given program and one or more national advertisements;

determining, by using a programmable microprocessor, a geographical zone in which a requesting client resides;

associating one or more local advertisements with the given program wherein the one or more local advertisements include a zone identifier proximate to the geographical zone;

determining whether the geographically zoned local advertisement has expired and replacing an expired geographically zoned local advertisement with a replacement advertisement;

electronically adding identifiers for one or more local advertisements to the playlist based on the determined zone, the playlist updated in response to a request for the given program from the requesting client; and
delivering the playlist to a video server.

46. (Previously Presented) The method of claim 45 comprising the video server transmitting data identified in the playlist to a client for decoding and display.

47. (Previously Presented) The method of claim 45 comprising:
calculating the zone in which a client resides; and
selecting the proper local advertising for the zone in which the client resides.

48. (Previously Presented) The method of claim 45 comprising:
receiving a copy of a given program for each zone that the video distribution system services;
segmenting the received program into program content, national advertising and local advertising; and
discarding all but one copy of zoned programming with program content and national advertising.

49. (Currently Amended) A computerized method for delivering local advertising to a client in a video distribution system, the method comprising:
electronically receiving a copy of a given program for each of a plurality of zones that the video distribution system services at a video server coupled to a plurality of clients over a network; and, for each copy,
segmenting the program into program content, national advertising and local advertising;

retaining the program content and discarding the national and local advertising;
receiving a request for the program from a client in a given geographical zone;
associating one or more local advertisements with the request for the program wherein the one or more local advertisements include a zone identifier proximate to the given geographical zone;
determining whether the geographically zoned local advertisement has expired and replacing an expired geographically zoned local advertisement with a replacement advertisement;
electronically creating a playlist identifying the programming content;
calculating, by using a programmable microprocessor, the a program advertising zone in which the requesting client resides;
adding identifiers for advertising to the playlist based on the zone in which the client resides; and
delivering the playlist to [[a]] the video server that delivers the content to the requesting client.

50. (Currently Amended) A computerized method for delivering local advertising to a client in a video distribution system, the method comprising:
receiving a playlist identifying programming and advertising information;
transmitting video data identified in the playlist to a client operative to decode and display the video data;
electronically receiving a control command from the client;
associating one or more local advertisements with the control command from the client wherein the one or more local advertisements include a zone identifier proximate to where the client is located;
determining whether the geographically zoned local advertisement has expired and replacing an expired geographically zoned local advertisement with a replacement advertisement;
modifying, by using a programmable microprocessor, the playlist in accordance with the control command, wherein the advertising information identified

in the playlist is updated; and

electronically transmitting video data identified in the modified playlist
to the client;

capturing subsequent commands from the client during transmission of
the video data to the client and

determining from the subsequent commands a percentage of the one or
more advertisements delivered by the video server to the user.

51. (Cancelled)

52. (Previously Presented) The method of claim 50 comprising
updating local advertising information.

53. (Previously Presented) The method of claim 50 comprising
updating national advertising information.

54. (Withdrawn) A method for displaying a program asset to a user in
a video delivery system, the method comprising:
controlling a client device to display the program asset to a user;
receiving a request from the user to pause the display of the program asset;
pausing the display of the program asset;
controlling the client device to display a first advertisement to the user;
and
controlling the client device to display a second advertisement to the
user.

55. (Withdrawn) The method as recited in claim 54, comprising
storing a command received from the user while the second advertisement is displayed
to the user.

56. (Withdrawn) The method as recited in claim 54, comprising
requesting the second advertisement from an advertisement source.

57. (Withdrawn) The method as recited in claim 54, wherein the first advertisement is a pause teaser advertisement.

58. (Withdrawn) The method as recited in claim 54, wherein after the pausing, the method further comprises:

- storing and indication of a point in time where the program asset was paused;
- recording the program asset to produce a recorded program asset; and
- after the displaying beginning to display the second advertisement, controlling the client device to display the recorded program asset to the user.

59. (Withdrawn) The method as recited in claim 58, wherein the displaying the recorded program asset comprises enabling the user to perform the function of playing and at least one of the functions of stopping, rewinding, and fast forwarding the recorded program asset.

60. (Withdrawn) The method as recited in claim 54, wherein the video delivery system is a NDVR system.

61. (Withdrawn) A system for displaying a program asset to a user, the system comprising:

- a client device operative to receive a program asset and a first advertisement; and
- a video server in communication with the client device, the video server operative to forward the program asset over a network to a client device; wherein the client device receives a pause control command to pause the display of program asset, the video server forwards a second advertisement to the client device, and the client device displays the second advertisement to the user.

62. (Withdrawn) The system as recited in claim 61, wherein the video server stores a pause point in the program asset while the second advertisement is displayed to the user.

63. (Withdrawn) The system as recited in claim 61, wherein the program asset and the first advertisement form at least part of the playlist.

64. (Withdrawn) The system as recited in claim 61, wherein the video server requests the second advertisement from an advertisement source.

65. (Withdrawn) The system as recited in claim 61, wherein the video server stores an indication of the point in time where the program asset was paused, records the program asset to produce a recorded program asset, and after forwarding the second advertisement, the video server forwards the recorded program asset.

66. (Withdrawn) The system as recited in claim 65, wherein the recorded program asset is displayed to the user so that the user may perform a function of playing and at least one of the functions of stopping, rewinding, and fast forwarding the recorded program asset.

67. (Withdrawn) A method of displaying an advertisement to a user in a video delivery system, the system including a control center effective to receive a program asset, a first advertisement, and a second advertisement, and to forward the program asset and the first and second advertisements over a network to a client device, the method comprising:

controlling the client device to display the first advertisement and a prompt to the user; and

displaying the second advertisement relating to the first advertisement in response to selection of the prompt by the user.

68. (Withdrawn) The method as recited in claim 67, wherein the video delivery system is a NDVR system.

69. (Withdrawn) The method as recited in claim 67, wherein the first advertisement is a teaser advertisement.

70. (Withdrawn) The method as recited in claim 67, wherein the first advertisement is a still image.

71. (Withdrawn) The method as recited in claim 67, wherein the second advertisement is longer in duration than the first advertisement.

72. (Withdrawn) The method as recited in claim 67, wherein the prompt includes an indication of a key on a remote control to issue a proper control command.

73. (Withdrawn) A system for delivering an advertisement to a user, the system comprising:

a client device which is effective to receive a first and a second advertisement; and

a video server in communication with the client device, the video server effective to forward the first advertisement over a network to a client device;

wherein the client device is effective to display the first advertisement to a user and to display a prompt to the user for a second advertisement related to the first advertisement; and

upon receipt of a control command in response to the prompt, the video server is effective to forward the second advertisement to the client device and the client device is effective to display the second advertisement to the user.

74. (Withdrawn) The system as recited in claim 73, wherein the video server stores a command received from the user while the second advertisement is displayed to the user.

75. (Withdrawn) The system as recited in claim 73, wherein the first advertisement is a teaser advertisement.

76. (Withdrawn) The system as recited in claim 73, wherein the first advertisement is a still image.

77. (Withdrawn) The system as recited in claim 73, wherein the second advertisement is longer in duration than the first advertisement.

78. (Withdrawn) The system as recited in claim 73, wherein the prompt includes an indication of a key on a remote control to issue a proper control command.

79. (Withdrawn) A method for displaying an advertisement to a user in a video delivery system, the system including a control center effective to receive a program asset, a first advertisement, and a second advertisement and to forward the program asset and the first and second advertisements over a network to a client device, the method comprising:

controlling the client device to display the program asset to the user; and
upon receipt of a pause control command from the user,
pausing playback of the program asset,
controlling the client device to display the first advertisement to the user,
enabling the user to display the second advertisement relating to the first advertisement by selection of a prompt presented to the user, and
displaying the second advertisement to the user after receiving a control command response to the prompt.

80. (Withdrawn) The method as recited in claim 79, wherein the video delivery system is a NDVR system.

81. (Withdrawn) The method as recited in claim 79, further comprising storing a command received from the user while the second advertisement is displayed to the user.

82. (Withdrawn) The method as recited in claim 79, wherein the first advertisement is a teaser advertisement.

83. (Withdrawn) The method as recited in claim 79, wherein the first advertisement is a still image.

84. (Withdrawn) The method as recited in claim 79, wherein the second advertisement is longer in duration than the first advertisement.

85. (Withdrawn) A system for delivering and advertisement to a user, the system comprising:

a client device which is effective to receive a program asset, a first advertisement and a second advertisement; and

a video server connected to the receiver, the video server effective to forward the program asset to a client device; wherein

the client device is effective to display the program asset to a user; and

upon the receipt of a pause control command from the user,

the client device is effective to display the first advertisement to the user and to display a prompt to the user for a second advertisement relating to the first advertisement; and

upon receipt of a control command in response to the prompt, the video server is effective to forward the second advertisement to the client device and the client device is effective to display the second advertisement to the user.

86. (Withdrawn) The system as recited in claim 85, wherein the video server stores a command received from the user while the second advertisement is displayed to the user.

87. (Withdrawn) The system as recited in claim 85, wherein the first advertisement is a teaser advertisement.

88. (Withdrawn) The system as recited in claim 85, wherein the first advertisement is a still image.

89. (Withdrawn) The system as recited in claim 85, wherein the second advertisement is longer in duration than the first advertisement.

90. (Withdrawn) The system as recited in claim 85, wherein the prompt includes an indication of a key on a remote control to issue a proper control command.

91. (Withdrawn) A method for delivering a program asset to a user in a video delivery system, the system including a control center effective to receive a

program asset and an advertisement and to forward both the program asset and the advertisement over a network to a client device, the method comprising:

- receiving a request from a user for the program asset;
- displaying the advertisement to the user; and
- after the displaying the advertisement, displaying the program asset to the

user.

92. (Withdrawn) The method as recited in claim 91, wherein the video delivery system is a NDVR system.

93. (Withdrawn) A system for delivering a program asset to a user, the system comprising:

- a receiver effective to receive a program asset and an advertisement; and
- a video server connected to the receiver, the video server effective to forward the program asset and the advertisement over a network to a client device;

wherein the

client device is effective to receive a request for the program asset from a user, to display the advertisement to the user and, thereafter, to display the program asset to the user.

94. (Withdrawn) A method for delivering programming and advertising to a user, the method comprising:

- receiving a request for a program asset;
- selecting one or more advertisements;
- generating a playlist data structure that indexes the program asset and one or more advertisements; and
- querying the playlist data structure and transmitting the program asset or one or more advertisements based on a given index returning from the query.

95. (Withdrawn) The method of claim 94 comprising indexing pause teaser advertisements and pause advertisements.

96. (Withdrawn) The method of claim 94 comprising indexing bumper advertisements.

97. (Withdrawn) The method of claim 94 comprising indexing the playlist according to the Network Play Time (NPT).

98. (Withdrawn) The method of claim 97 comprising indexing the start NPT point and the end NPT point for each of the program asset and one or more advertisements identified by the playlist.

99. (Withdrawn) The method of claim 97 wherein indexing the playlist comprises indexing from NPT zero through an NPT time point equal to the duration of time required for playback of all content that the playlist identifies.

100. (Withdrawn) The method of claim 97 wherein indexing the playlist comprises indexing from NPT zero through the largest integer supported by a system implementing the playlist.

101. (Withdrawn) The method of claim 100 wherein the indexing through the largest integer supported by the system comprises indexing a playlist from NPT zero through NPT 0x7FFFFFFF.

102. (Withdrawn) The method of claim 95 comprising: receiving a control command from a user to a pause transmission of a program asset;
marking the NPT point in the playlist to denote a pause point in the playlist;
moving to another NPT point in the playlist; and
transmitting, to the client device, content identified at the another NPT point in the playlist.

103. (Withdrawn) A method for delivering live programming and advertising to a user, the method comprising:

selecting and indexing one or more advertisements into a playlist, each of the one or more advertisements indexed according to Network Play Time (NPT) starting from NPT zero through NPT 0x7FFFFFFF;

indexing a live program into the playlist;

transmitting the live program;

generating a control command by the client;

marking a current NPT joint in the live program;

moving to an NPT point in the playlist for a given one of the one or more advertisements; and

transmitting, to the client device, the given one of the one or more advertisements at the moved to NPT point.

104. (Withdrawn) The method of claim 103 comprising indexing pause teaser advertisements and pause advertisements.

105. (Withdrawn) The method of claim 103 comprising indexing bumper advertisements.

106. (Withdrawn) The method of claim 103 wherein generating a control command by the client comprises generating a pause control command.

107. (Withdrawn) The method of claim 103 comprising:

generating a second control command;

returning to a current NPT point in the live program; and

transmitting the live program from the current NPT point.

108. (Withdrawn) The method of claim 103 comprising recording the live program to generate a recorded program.

109. (Withdrawn) The method of claim 108 comprising:

generating a second control command;

returning to the current NPT point in the recorded program; and

transmitting the recorded program from the current NPT point.